

This report covers the period from August, 2011 through July, 2012.

## **KGO-TV ANNUAL FCC - EQUAL EMPLOYMENT OPPORTUNITY PUBLIC FILE REPORT**

AUGUST 1, 2012

Our station has a longstanding commitment to a policy of equal employment and advancement opportunities for all qualified individuals without regard to race, color, gender, marital status, religion, age, national origin or citizenship status, disability, sexual orientation, status as a Vietnam era or special disabled veteran, or any other protected characteristic as established by law.

This commitment to fair employment practices applies to every aspect of the employment process to ensure that equal consideration is extended to all employees and applicants in recruitment, selection procedures, employee development, performance evaluation, promotions, transfers, benefits and other aspects of employment.

It is our policy to promote the realization of equal employment opportunity through a positive, continuing program of specific recruitment, outreach, hiring, promotion and other practices designed to ensure the full realization of equal employment opportunity.

Employees and others believing they have not been treated in accordance with KGO-TV's EEO Policy are encouraged to contact Alexandra Lesley, Human Resources Manager or their immediate supervisor. In an effort to make the EEO policy even more effective and to ensure compliance with the requirements of the FCC, KGO-TV has committed to performing at least four of the long-term EEO recruitment activities set forth in the new FCC's EEO rules.

### **A. INITIATIVES**

#### **1. Internship Program**

KGO-TV is continuing to offer internships to college and university students. An internship generally lasts one semester, with each student working varying hours based on their schedule. The average intern works approximately 20 hours (or less) per week for school credit. The students are given the opportunity to work in a variety of departments.

Two months prior to the start of a semester, the HR Manager emails, faxes or mails an Internship Application Announcement to post in Career Centers at the following colleges:

University of San Francisco  
Cal State University San Francisco  
Cal State University East Bay  
Cal State University San Jose  
UC Berkeley  
St. Mary's College

Notre Dame de Namur University  
Santa Clara University  
Dominican University  
Stanford University

As of July 18, 2012, KGO-TV has hosted 26 interns working in News, Sports, Marketing Research, Public Affairs, "Seven On Your Side" (KGO's Consumer Unit), Sales, Web, and our locally produced 3pm show --"7LIVE".

In addition to our primary, ongoing internship program, KGO-TV has a Diversity initiative by hosting and sponsoring an engineering intern from NAB.

## **2. Job Fairs and Diversity Conventions**

KGO-TV partners with the California Job Journal where job seekers can go to for various career and employment resources. The Journal helps job seekers advance their careers through informative articles on job searching, career planning, work-related topics and extensive job announcements. HireEvents, a division of California Job Journal produces numerous job fairs throughout California. In addition to the general job fairs, HireEvents hold fairs that focus on specific demographics minorities, women, youth and the disabled.

Alexandra Lesley, the Human Resources Manager attended the Bay Area Diversity Job Fair hosted by the California Job Journal on July 10, 2012.

Stephanie Adrouny, Assistant News Director attended the National Association of Black Journalists (NABJ) Convention on June 13, 2012 in New Orleans.

## **3. Educational Outreach Programs**

Ongoing: Mimi Kwan, Vice President, Public Affairs provides tours for students visiting from various academic institutions in the San Francisco Bay Area. Students are able to watch a live 5pm newscast, tour the newsroom and finish with a question and answer session with other newsroom staff.

Ongoing: Alexandra Lesley, Human Resources Manager, is an on-call volunteer for various recruiting activities at the University of San Francisco: Mock interviews and resume reviews (all day events). She also assists the station's interns with resume writing and interviewing skills.

June 17, 2012: Mimi Kwan and Laura Kutch, Manager, Community Affairs orchestrated **ABC7 Top Scholars** program (now going into 6nd year) recognizing the Bay Area's top high school academic achievers. The program awarded \$1,000 to seven local graduating high school seniors heading for college. The profiles of the student winners are featured in ABC7 newscasts as well as in a special half-hour program. To qualify, these outstanding students exhibited exemplary skills in presentation, writing, and leadership. The overall purpose of this program serves as an outreach vehicle to promote and reward academic excellence in the educational community.

Ongoing since 2007: KGO-TV sponsors The Pete Wilson Journalism Scholarship that is administered and awarded annually by The Radio and Television News Foundation (RTDA). Mr. Wilson was a news anchor at KGO-TV. The endowment provides an annual \$2000 journalism scholarship in perpetuity in Pete Wilson's name. Applicants for this endowed scholarship award must be from the San Francisco Bay area pursuing a degree in journalism.

#### **4. Community Outreach**

National Lesbian and Gay Journalists (NLGJA) Fall Honors Sponsorship Since 2004, KGO-TV has attended numerous events and provided monetary support to the NLGJA's Northern California annual awards event.

KGO-TV's job vacancies are posted in numerous community-based organizations in the Bay Area. See Attachment C.

KGO-TV's anchors and reporters participate in community outreach by MC'ing, presenting or speaking at various community fundraisers around the San Francisco Bay Area.

**KGO-TV anchors and reporters serve as Master of Ceremonies for various charitable causes in the San Francisco Bay Area. Below are their contributions:**

August 3, 2011: Carolyn Johnson MC'd at the Salvation Army's Flower Power in San Francisco.

August 6, 2011: Dan Ashley MC'd at the American Red Cross event when World War II vets were honored.

August 19, 2011: Alan Wang MC'd at the Chinese American Veterans, Fire & Police Appreciation Banquet in San Francisco.

August 20, 2011: Carolyn Tyler was speaker at the "Friends of Faith Walk" (fundraiser to raise cancer awareness)

August 20, 2011: Mike Nicco MC'd at the American Cancer Society, San Mateo County Gala.

August 28, 2011: Cheryl Jennings MC'd for Taylor Family Foundation Day in Livermore. The non-profit organization is dedicated to preserve the wellness and enhance the quality of life for children with life threatening and chronic illness, developmental disabilities and youth at risk.

September 10, 2011: Dan Ashley MC'd for Mayor of Clayton's Cook-Off raising awareness on healthy eating in schools.

September 15, 2011: Carolyn Tyler MC'd at the Bay View Hunters Point Foundation for Community Involvement. It is a non-profit community-based human services agency that addresses the needs of a predominately African American isolated community in San Francisco.

September 17, 2011: Carolyn Tyler MC'd at the National Council of Negro Women, SF Chapter event.

September 17, 2011: David Louie MC'd at the Organization of Chinese Americans (educational and a civil rights advocacy organization) in South San Francisco.

October 1, 2011: Kristen Sze MC'd at the Angel Island Immigration Station Foundation Dinner in San Francisco.

October 11, 2011: Cheryl Jennings presented at the Tenderloin Neighborhood Development Corporation's Celebrity Pool Toss, a fundraiser for the organization whose mission is to provide affordable housing for San Francisco's poorest residents.

November 3, 2011: Cheryl Jennings MC'd at the Ambassadors of Hope & Opportunity event in Mill Valley. It was a fundraiser for homeless young adults.

November 5, 2011: Carolyn Johnson MC'd at the Abilities United Author Luncheon in Palo Alto. Abilities United champions people with developmental and physical challenges.

November 5, 2011: Cheryl Jennings spoke at UC Berkeley's SAGE Scholars graduation ceremony. SAGE program is for low income UC Berkeley students.

May 7, 2011: Cheryl Jennings MC'd at the Bonnie J. Addario Lung Cancer Foundation Gala in San Francisco.

January 21, 2012: Cheryl Jennings MC'd at the Teens & Leaders Connect Mentoring Conference in San Francisco.

January 26, 2012: Cheryl Jennings MC'd the Conard House Gala in San Francisco. Conard House provides residential (half way housing) and rehabilitation services to the mentally ill population.

February 3, 2012: David Louie MC'd at the Chinese American Voter Education Committee in San Francisco.

February 4, 2012: Cheryl Jennings MC'd at the Performing Stars of Marin screening George Lucas "Red Tails" in San Rafael. Starts of Marin serves low income children in Marin County.

February 9, 2012: Cheryl Jennings MC's at the League of Women Voters of SF, "Women Who Could Be President in San Francisco.

February 14, 2012: Lisa Amin Gulezian MC'd the March of Dimes March for Babies Kick Off in San Jose.

February 28, 2012: Kristen Sze MC'd the March of Dimes March for Babies Kick-off in San Francisco.

March 2, 2012: Carolyn Johnson read at the "Dr. Seuss Day Read Across America" in San Francisco.

March 8, 2012: Carolyn Johnson moderated Lawrence National Lab & UC Davis panel -- "Igniting Change Celebrating Women With Potential Energy" in San Francisco.

March 10, 2012: Carolyn Johnson MC's at Okizu Camp for kids with cancer & their siblings in San Francisco.

March 10, 2012: Cheryl Jennings & Don Sanchez MC'd Ronald McDonald House of Stanford: Denim to Diamonds 25th Annual Event in Mountain View. Ronald McDonald program provides a "home-away-from-home" for families so they can stay close by their hospitalized child at little or no cost.

March 12, 2012: Carolyn Johnson was Honoree at Forever Green Anniversary Celebration of Girls Scouts of Northern California in San Francisco.

March 12, 2012: Cheryl Johnson hosted a Group of Cub Scouts (25 guests) for a tour of the station.

March 14, 2012: Cheryl Jennings moderated a panel discussion on Women in Afghanistan at the Ghazni-Hayward Sister City Program.

March 22, 2012: Cheryl Jennings and David Louie MC's at the San Mateo County Women's Hall of Fame in San Francisco.

March 26, 2012: Cheryl Jennings hosted a group of Girl Scouts (30 guests) tour of the station.

April 17, 2012: Cheryl Jennings MC'd at the San Francisco Child Abuse Prevention Center: Blue Ribbon Lunch in San Francisco.

July 27, 2012: Cheryl Jennings MC'd at The Jenny Lin Foundation Concert in Castro Valley. The Jenny Lin Foundation promotes child safety and youth music education.

## **5. Listing of Upper Level Openings:**

KGO-TV forwards information on all job openings to numerous job banks and media trade organizations that include substantial participation of women and minorities.

Since the effective date of the new FCC/EEO regulations, we have posted all openings with following media trade organizations as well as several other organizations as noted in Attachment C.

Asian American Journalists Association  
American Women in Radio and Television  
Bay Area Black Media Coalition

California Chicano News Media Association  
Latinos in Communication  
National Association of Black Journalists  
National Association of Hispanic Journalists  
Native American Journalist Association  
Women in Communications Job Bank

## **B. POSITIONS FILLED**

A listing of all full-time positions filled and number of candidates interviewed from August 1, 2011 until July 18, 2011 attached as Attachments A and B.

**EFFORTS TO IMPROVE MAILING LIST:** Every job vacancy at KGO-TV is posted on the Company's website ([www.abc7news.com](http://www.abc7news.com)) as well as on the ABC Corporate Job Posting list (and since May 1, 2006 at [Disneycareers.com](http://Disneycareers.com)), which is forwarded to all organizations provided on (Attachment C). The station's list is updated throughout the year through individual outreach to the organizations involved. In October 2011, a new electronic resume tracking system (KENEXA) was implemented. The new system is hosted on the Disneycareers.com website inviting candidates to apply, upload a resume and complete EEOC information. We post the following message on our Company's job posting website: ***ABC7 is an Equal Opportunity Employer.***

We would like to widely publicize our job opportunities. Any organization that regularly distributes employment information to job seekers or that refers candidates to employers may ask to be put on our mailing list to receive information about job vacancies. For further information, please contact Human Resources at 900 Front Street, San Francisco, CA 94111, phone: 415-954-7745 or email at [kgo-tv.hr@abc.com](mailto:kgo-tv.hr@abc.com).

In addition, promotional spots featuring News Anchors Kristen Sze and Eric Thomas were aired throughout the year as follows:

### **30 second promo:**

**Aired 33 times (various hours) on our regular channel and 2,842 times on our D2 channel.**

*ABC7 is an equal opportunity employer and we would like to publicize our job opportunities.*

*That's why we encourage any organization that distributes employment information or refers candidates to employers to be put on our job vacancy mailing list.*

*For more information contact the KGO-TV Human Resources Department at 900 Front Street, San Francisco, California 94111.*

*Or log on to our website at [abc7news.com](http://abc7news.com).*

**All of ABC7 Public Service Announcements are on our website: [www.abc7news.com](http://www.abc7news.com) on the "COMMUNITY" tab.**

**15 second promo:**

**Aired 21 times (various hours) on our regular channel and 1,531 times on our D2 channel.**

*ABC 7 is an equal opportunity employer who encourages employment organizations to be put on our job vacancy mailing list. For more information, contact our Human Resources Department at 900 Front Street, San Francisco, 94111.*

[Attachment A](#)

[Attachment B](#)

[Attachment C](#)

*(Files are in PDF Format. Click here to [download Adobe Acrobat Reader](#) if you cannot see the attachments)*